

Lance McDaniel

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FILM PRODUCTION

2005 - Current

Producer/Director/Writer/1st AD

- Worked on 21 feature films, including Oscar winner *Million Dollar Baby*
- 1st AD on 7 feature films, member of DGA
- Produced & Directed 5 narrative features, 2 documentaries, 6 shorts, and 1 virtual reality film
- Managed 20 – 120 crew members across all disciplines, from construction to sound engineering
- 405 Magazine Best Oklahoma Filmmaker 2015, 2016, 2017, Bare Bones Film Festival Trailblazer Award

NONPROFIT MANAGEMENT

Executive Director, deadCenter Film Festival

2010 – 2020

- Managed development, operations, and communication for Oklahoma's largest film festival
- Managed transition to online festival, offering 180+ films, classes, panels, and community events
- Led re-branding and community outreach that increased attendance from 10,000 to 35,000, corporate sponsorships from 8 to 80, and income from \$330,000 - \$940,000
- Created new programs to expand audience, including deadCenter University, Distribution Forum, Film ICON Panel Series, and a statewide education program that reached 26,000 high school students
- Founded techCenter conference that introduced virtual reality to 10,000
- Awarded Oklahoma's Best Arts & Culture Nonprofit 2018, Governor's Arts Award for Education 2014, and Best Non-Profit Leader 2013 in Slice Magazine readers poll

INTERNET CONSULTING

Vice President, Creative, Scient, Inc., London, New York, San Francisco

1996 – 2005

- Staffed and managed 250 creative team members across 12 global offices
- Launched Virgin.com in London, consolidating 20 brands, hiring and housing 45 ex-pat consultants
- Created & managed initial websites for Starbucks, Star Wars, Harley Davidson, Hard Rock Café

ADVERTISING

Account Manager, Foote Cone & Belding, San Francisco

1993 - 1996

- Led advertising campaigns for Levi's, Dockers, Clorox Bleach, and Taco Bell
- Created first website for Dockers, introducing entire department to the internet
- Produced outdoor campaign that landed on cover of *New York Times*.

EDUCATION

Oklahoma City University Masters of Liberal Arts, Film 2007
4.0 with Highest Honors, Phi Kappa Phi

Stanford University Bachelors in Communication 1992
Senior Class President, Reunion Chair

COMMUNITY

Weekly columnist: OKC Friday newspaper

Emcee: Paseo Arts Awards, Wes Welker Cleats & Cocktails, Oklahoma Creativity Gala, Freedom Oklahoma Gala

Boards: Leadership Oklahoma, Creative Oklahoma, Downtown Rotary Club 29, SixTwelve in the Paseo, Rodeo Cinema, Oklahoma Film and Music Office Advisory, Lyric Understudies

AWARDS

Leadership Oklahoma Golden Bull Award, Oklahoma Creativity Ambassador, Paseo Arts Michi Susan Award